

CITY OF EL RENO

OCCUPATIONAL TITLE: Marketing and Public Affairs Manager
DEPARTMENT: Administration
SUPERVISION: This position is under the supervision of the City Manager.
EEO CLASS: Market Research Analysts and Marketing Specialists (EEO-1 0735)
Public Relations Specialists (EEO-1 2825)
FLSA STATUS: Exempt
EMPLOYMENT STATUS: Full-Time
GRADE: 10

PURPOSE OF POSITION: This is an exempt staff position in the Administration Department that coordinates and implements internal and external communication strategies to project the values, goals, and a positive image of the organization. Functions as a consultant within the organization on marketing methods and issues. Oversees content and content management on the City of El Reno website, social media platforms, newsletters, and other methods of communication. Assists with the City's Economic Development Program.

The work is performed under the general direction of the City Manager who reviews the work through evaluation of reports and results, analysis of complaints, and personal conferences. This position requires a flexible schedule and occasional travel.

SUMMARY OF ESSENTIAL FUNCTIONS AND DUTIES:

(The items listed below are not intended to be a complete listing of all essential functions and duties of this position.)

- Execute strategic (both normal and emergency) communications strategy, generating, editing, publishing, and sharing daily content.
- Create content calendars and provide content for the city's website and other communication platforms, including but not limited to, graphics design, layout and composition for the city website, social media, newsletters, annual report and other city communication tools.
- Promote effective communications to employees at all levels.
- Coordinate and implement programs to assess customer satisfaction and to promote positive customer relations.
- Consult with and advise departments regarding marketing and image campaigns. Assists with all aspects of the marketing of the City's broadband fiber utility service and providing customer service.
- Coordinate and preparation of citizen-oriented publications.
- Oversee content on the City's social media channels and platforms.
- Assist in live and recorded broadcasts of meetings and other City-related events.
- Monitors the City website pages and assist with site management, page design, and information accessibility.
- Generates, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community involvement, knowledge and awareness.

- Keep informed about and help implement innovative and useful methods of communication with a focus on trends in social media and external public relations.
- Perform as staff photographer and videographer. Capture video and photographs of events, ceremonies and other city and civic activities for use in all forms of media.
- Drafts articles, press releases, reports, video and other communications and materials for public distribution.
- Provides administrative support to the City Manager, including assisting with the City's economic development programs.
- Advises and coordinates with staff in departments on strategic communications issues, including ways the City can be positively positioned and portrayed in the news media, social media, the community, other government agencies and City partners.
- Ensures consistency with the City brand and oversees protection of the organization's cultural identity.
- Must be able to work under minimum supervision.
- Maintains worksite cleanliness.
- Demonstrates consistent professional attitude, superior seamless customer service, unwavering integrity, ability to maintain confidentiality, and commitment to innovation, efficiency, and fiscally responsible activity.
- Be available to assist with emergency operations in accordance with the Employee Handbook and appropriate emergency operations plans.
- Performs other duties as assigned.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in communications, journalism, public administration, business administration, or related field, plus five years of professional experience in communications, public relations, media relations and marketing; and at least two years of experience in community engagement initiatives especially using social media along with website management experience; or any equivalent combination of experience and training that provides the required knowledge, skills, and abilities.
- Knowledge of: public relations, advertising, marketing, communication strategy development, social platforms, and media relations.
- Active and well-rounded personal presence in social media, with a command of each network and their best practices.
- Skill/Ability to take complex information/policies and communicate it to stakeholders using a variety of communication channels and materials;
- Possess creativity, excellent communication and influencing skills
- Completion of NIMS Public Information System Course IS00702 required within six months of employment.
- Must be flexible and possess the ability to execute given competing deadlines/interest.
- Possess superior time management skills and be detail-oriented with strong organizational skills.
- Ability to communicate clearly and concisely, orally and in writing; ability to respond to questions from employees, clients, customers and the general public.
- Be proficient in MS Office products (Word, Excel, etc.) and Adobe Creative Suite (InDesign, Photoshop, etc.), along with other technology typically used with communications and public relations (cameras, drones, etc.).

- Must be able to maintain a cooperative working relationship with other departments and personnel of the City.
- Ability to establish and maintain effective working relationships and communications with coworkers, state, public officials, general public and outside agency representatives.
- Ability to work independently, under pressure and maintain confidentiality.
- Ability to read, analyze and interpret technical manuals and procedures, business periodicals, professional journals, regulatory requirements and procedures.
- Produce written documents such as reports, business correspondence, and procedure manuals in the English language with clearly organized thoughts using proper sentence construction, punctuation, and grammar.
- Must have the ability to define problems, collect data, establish facts, and draw valid conclusions. Must be able to read and interpret technical manuals and statistical data. Must be able to deal with several abstract and concrete variables.
- Learn job-related material primarily through oral instruction and observation which takes place mainly in an on-the-job training setting.
- Perform arithmetic calculations (adding, subtracting, multiplying, dividing, using percentages, fractions, decimals, averages, rates, ratios, and statistics) in all units of measure rapidly and accurately.
- Must possess, or be able to obtain, a valid Oklahoma drivers' license and a driving record that meets or exceeds the City of El Reno's driving standards.

WORKING CONDITIONS/PHYSICAL REQUIREMENTS:

- Employee works under typical office conditions, and the noise level is moderately quiet. The employee may be required, from time-to-time, to work outside. Employee may be called to work after-hours.
- Must be able to work from City Hall, other City facilities, and in the field during business hours, typically Monday through Friday 8:00 am to 5:00 pm.
- Must be available to attend evening, night, and weekend meetings, including City Council meetings, and occasional business trips as needed.
- Must be available to respond to emergency calls outside of typical business hours.
- Some exposure to disgruntled citizens, must be able to handle tactfully.
- Most work to be performed indoors, subject to sitting, standing, walking, and using the telephone and computer for extended periods of time.
- Must be able to climb step stools and ladders.
- Ability to lift and carry up to 50 pounds.
- Ability to stop, bend, crouch, kneel, twist, reach above and below shoulders.
- Subject to typical business office environment where noise level is moderate. Sharing of office equipment such as copier, fax machine, printer, etc. is normal.
- Subject to working in a confined area in close proximity to others or in large open areas, with frequent interruptions.
- Frequently sit and talk or hear, walk and use hands and fingers, handle or operate objects, tools or controls; reach with hands and arms.
- High degree of concentration and motivation required to fulfill essential job duties.
- Minimum 20/20 vision or 20/20 corrected vision required.

- Vision required to read and review written correspondence, reports, statistical and technical information, computer screen, etc.
- Subject to continuous exposure to light and glare from computer terminal.
- Must have a professional appearance and demeanor; and convey a professional and positive image and attitude regarding the City.
- Occasional work in the field subject to, but not limited to:
 - Walking/hiking in outdoor environments for extended distances and walking through construction sites; and
 - Wearing required safety gear including safety glasses, hard hat, ear protection, and reflective vest.

WORK SCHEDULE:

May require extended work hours depending on department needs including: night, weekend and holidays.

This job description should not be interpreted as all-inclusive. It is intended to identify the major responsibilities and requirements of this job. The incumbents may be requested to perform job-related responsibilities and tasks other than those stated in these specifications. Any essential function or requirement of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA).

I understand and agree that my employment is at will only and for no term of definite duration. I also understand and agree that either the City of El Reno or I may terminate my employment relationship at any time.

Employee

Date

The City of El Reno, Oklahoma, is an Equal Opportunity Employer.